CHAPTER 3

RESEARCH DESIGN

3.1 INTRODUCTION

The economic development of a nation can be achieved by both men and women. The role and degree of integration of women in economic development is always an indicator of women’s economic independence and social status. When women are in the mainstream of progress, then only any economic and social development can be meaningful.

There is a general assumption that men are the breadwinners and that most of the female work is either done in the leisure time or serves as the procurer of supporting income for the family. So, women entrepreneurship in India has to be considered as “necessity entrepreneurship” rather than “opportunity entrepreneurship.”

The participation of women in Small Scale Industry (SSI) sector has been identified in three different roles. Some women were owners of enterprises, some were managers of enterprises and some were employees. With regard to ownership, an SSI managed by one or more women entrepreneurs in proprietary concerns, or in which she/they individually or jointly have a share capital of not less than 51% as partners/shareholders/Directors of Private Limited Company/Members of Co-operative Society is called a “Woman enterprise”.¹

In this study, the researcher has made an attempt to study women entrepreneurs of Ahmedabad (Gujarat State). To examine and evaluate the development of the women entrepreneurs with the related aspects is the major objective of the study. Few studies had been undertaken about the women entrepreneurs of Ahmedabad and especially in context of the Gujarat Chamber of Commerce and Industry business women committee, Ahmedabad to the best of my knowledge. And it is the reason behind my selection of this topic for research.

Gujarat is the state in India which spontaneously responded to the development of entrepreneurship in the country. Ahmedabad, being the mega city of Gujarat, the women would like to branch out and move towards non-traditional ventures with benefits they derive from education, exposure and better living standards. The city provides enough scope and is helpful to women entrepreneurship development. The city of Ahmedabad has ample opportunities and

¹ Kumar N “Entrepreneurship Development”, Published by Lakshmi Narain Agarwal Page 401
atmosphere for establishing and developing new ventures by women entrepreneurs. Hence, there is wide scope for such study.

Day by day government is taking more interest towards women empowerment. The government and the semi-government organizations are playing important role for women empowerment through different programs. Some efforts have also been made by Gujarat Chamber of Commerce and Industry (G.C.C.I.), Business Women Committee. At the 62\textsuperscript{nd} annual general meeting (July 9, 2011) of GCCI was renamed the business women committee as “business women wing”.

The Business Women Wing was started as the Business Women Committee in the year 1985. In the year 2011, the scope and operations of the Business Women Committee has been expanded and the same as been declared and structured as a separate Business Women Wing. The main objective of the Business Women Wing is to promote the social, cultural and educational interests of Women entrepreneurs and provide encouragement to new and existing Women entrepreneurs to become self-sufficient. The BWW keeps itself acquainted with and takes active interest in the overall socio-economic development in Gujarat and the country by women and provides a common platform to women on economic, social, cultural and educational subjects. The Wing also pursues their problems affecting trade and industry as also profession with the authorities concerned. The Business Women Wing also acknowledges Women entrepreneurs through Awards/Certificates to recognize excellence in their field.

### 3.2 OBJECTIVES OF THE STUDY

Major objectives of the study are as follows:

1. To study the Socio - Economic condition of women entrepreneurs.
2. To study the role of Government institutions in the development of women entrepreneurship.
3. To examine the changing economic condition of the selected women entrepreneurs.
4. To find out the role of women entrepreneurs in employment generation.
5. To find out the factors motivating women entrepreneurs.
6. To find out the problems faced by women entrepreneurs and to suggest remedial measures.
3.3 HYPOTHESES
Following are the hypotheses for the present study.

(1) Age, age of women entrepreneurs at the time of starting an enterprise, marital status and education have significant impact on women entrepreneurship.

(2) Technical education, training, business/managerial experience and prior occupation of women entrepreneurs plays significant role on women entrepreneurship.

(3) Government provides technical assistance to women entrepreneurs.

(4) Age of women entrepreneurs at the time of starting an enterprise and technical education have impact on annual income of women entrepreneurs.

3.4 NEED FOR THE STUDY

Many research studies have been done on entrepreneurship and to certain extent on women entrepreneurship in different states, but little research has been done on women entrepreneurs in Gujarat and especially in context of Gujarat Chamber of Commerce and Industry business women committee, Ahmedabad to the best of my knowledge. So the researcher has been attempted to study women entrepreneurs of Ahmedabad (Gujarat State) city for precise interpretation.

There are different aspects related with women entrepreneurs such as, their socio-economic condition, particularly the kind of enterprises women choose, the inspiring factors, the supporting institutions that help them and how much they success and the problems they face. In this research study an attempt is made to answer these questions.

The central and state government introduced special policy for development and support for women entrepreneurs. The banks and other financial institutions provide facilities to women entrepreneurs at a reasonable term. Now, the question is how far the women entrepreneurs take this assistance and they are beneficiaries or not? To answer such questions, this research study is required.

3.5 SCOPE OF THE STUDY

This study is a modest beginning of research on women entrepreneurship in Ahmedabad. Women entrepreneurship development is a multi-disciplinary area involving various aspects such
as entrepreneurship development, women empowerment, social and economical security, government policy etc.

Ahmedabad is one of the important industrial centre of the Gujarat state. The city has a diversified industrial base. A good number of big units are working in the private and joint sector. Besides large units, there is a significant growth in small and tiny industrial units also. Growth has been found in service sector and commercial and trading activities also. The study focused on the different aspects of women entrepreneurship of Ahmedabad city. An attempt is to be made in the study to find out the social and economic condition, problems of women entrepreneurs and to suggest strategies to promote and support the growth and development of women entrepreneurship.

The researcher feels that this study is an exhaustive one covering various aspects of women entrepreneurship in Ahmedabad. However, there is a scope for further research in this area with more emphasis on each aspect of women entrepreneurship in Ahmedabad.

3.6 RESEARCH METHODOLOGY

Research refers to the systematic methods consisting of enunciating the problem, formulating a hypothesis, collecting the facts of data, analyzing the facts and reaching certain conclusion either in the form of solutions toward the problems concerned or in certain generalization for some theoretical formulation. So research methodology is a way to systematically solve the research problem.

Methodology is concerned with the description and analysis of research methods rather than with the actual practical use of those methods. Methodological work is, therefore, philosophical, thinking work. A slight complication is introduced by the way in which the word, methodology, is also used to denote the overall approach to a particular research project, to the overarching strategy that is adopted.

Procedures- or, as, they are often referred to, methods- on the other hand, are the specifics research techniques that are used in order to collect and then analyze data. Thus, a methodology may involve interviews, questionnaires, and observation analysis (procedures).

3.6.1. Research Design: Research designs are of three types namely Exploratory, Descriptive and Experimental. In the present study, descriptive cum - exploratory research design has been adopted.
3.6.2 **Sample Design:** It refers to a well knit subject of obtaining a sample from the area under the study known as universe or population.

3.6.3 **Sample Unit:** The samples were taken from the list of registered members of a directory of Business Women Committee of Ahmedabad (2008), prepared by The Gujarat Chamber Of Commerce & Industry.

In the present study the researcher has taken the samples from three types of units, viz. Manufacturing, Trading and Service

3.6.4 **Sampling Techniques:** In researches in the educational, economic, commercial and scientific domains, the sampling technique is used and considered most appropriate for research.

Sampling technique also has very high value in day-to-day activities. Samples are devices for learning about large masses by observing a few individuals. In education, sampling is a widely used technique.

In the present research study, the units from above mentioned sub-areas were selected on the basis of convenient sampling method.

3.6.5 **Sample Size:** This study was carried out in the city of Ahmedabad, where there is highest female entrepreneurs population. For useful conclusions to be drawn, the following criteria should be strictly followed for including enterprises in the sample for the study.

1. The enterprise should be manage and run by women entrepreneurs.
2. The women entrepreneurs should play a major role in the management, specially, decision making process of the enterprises.
3. In the capital structure of the enterprise women participation should be major.
4. The enterprise should be in operation since three years.
5. Self employed women are also mentioned as women entrepreneurs.

Out of 186 total members of The Gujarat Chamber of Commerce Industry Business Women Committee, 50 respondents were selected. These 50 respondents were from different sectors, such as manufacturing, trading and service sector. GCCI is the reputed institution and its Business Women Committee is doing remarkable work in business activity. The registered members/women entrepreneurs of the GCCI Business Women Committee are the key women entrepreneurs of Ahmedabad city.

In the present research study, the 50 women entrepreneurs from above mentioned sub-areas were selected.
3.7 COLLECTION OF DATA

There are two types of data collection methods namely primary data and secondary data. The present study is based on primary data as well as secondary data. The scope of the study is relatively vast. Therefore, both types of data have been used in the present study.

**Primary Data:** In order to collect primary data a directory of Business Women Committee of Ahmedabad (2008), prepared by The Gujarat Chamber Of Commerce & Industry, was used. From the directory with the help of convenient sampling method, out of 186 total members of the GCCI Business Women Committee, 50 respondents were selected. With the help of a pre designed questionnaire information was collected. Primary data has been collected by personal interview and questionnaire.

**Secondary Data:** The secondary data has been collected from various journals, books, magazines and newspapers. Some important information was also collected from various websites. The secondary data were collected since 1981. Important findings were reported in various expert committee reports and other studies on women entrepreneurs have also been used.

All the respondents (Women Entrepreneurs) were individually visited by the researcher and requested to provide needed information.

**Reference Period of the Primary Data:** The reference period for the primary data collection was 2008-09 to 2011-12.

3.8 SOURCES OF DATA COLLECTION

In the present study, Questionnaire, Interview and Observation method were used as sources of information. To fulfill the objectives of the study, we used the personal interview technique. The researcher had made personal interview with most of the women entrepreneurs for this research study to make it very perfect and valuable.

3.9 DATA PROCESSING AND ANALYSIS

The data collected, both from the primary and secondary sources, should be tabulated and presented in at systematic form prior to classification. This is necessary for appropriate classification and interpretation.

In the present study, after collecting the needed data and the information, these were classified according to their characteristics or measurements. After classifying the data, it was
arranged in statistical tables and figures to simplify the presentation of data and to facilitate comparison, further to attain the objectives of the study, these data were analyzed by applying Chi-square test, Phi and Cramer’s V Test. In case of multi response questions a Multi Response analysis and appropriate Graph tool techniques have been applied.

3.10 ANALYTICAL TOOLS AND TECHNIQUES

Statistical tools and techniques were used for producing the results from the collected data. Following statistical tools and techniques were used in this research study.

1. Average
2. Percentage
3. Ranking
4. Cross Tabulation
5. Chi – Square Test
6. Phi and Cramer’s V Test
7. Multi Response Analysis
8. Graph

3.11 TEST STATISTIC

The test statistics is applied to see the association, relationship, difference, significance of the result obtained after applying the analytical tools.

In the present study, the method of chi-square test has been applied by the researcher to see the difference / association between the various facts with their frequencies. Therefore, this non-parametric test was applied by following formula given below.

\[ X^2 = \sum \frac{(O - E)^2}{E} \]

Here,  
E = Expected frequencies 
O = Observed frequencies 
\( X^2 \) = Chi-square.
3.12 CHAPTER SCHEME

This study is based on primary data and lightening a comprehensive picture of women entrepreneurship of Ahmedabad city. It is divided into six different chapters. The different chapter is presented below.

Chapter-1 Introduction
Chapter-2 Review of Earlier Works and their Findings
Chapter-3 Research Design
Chapter-4 Promotional Institutions, Schemes and Government Policy for Women Entrepreneurs
Chapter-5 Evaluation of Women Entrepreneurship
Chapter-6 Findings, Suggestions and Recommendations

3.13 TIME PERIOD OF THE STUDY

The idea of study on “Women Entrepreneurship Development” was conceived February 2008. The study was started in the year 2009 and concluded in the year 2013.

Reference Period of the Primary Data: The reference period for the primary data collection was 2008-09 to 2011-12.

3.14 LIMITATIONS OF THE STUDY

During the course of field work, it was discovered that some of the businesses being run in the name of women entrepreneurs were actually managed by their male family members and their contribution was limited to only lending their names to the business, with a view to avail the benefit of Government schemes. It was a very difficult task to make them willing to answer the question in the questionnaire. The researcher has contacted such women entrepreneurs personally but excluded them from the research work. The researcher feels that this study is limited only to the women entrepreneurs of Ahmedabad. Therefore, its conclusions cannot be generalized. The sampling method is implemented in this study. Hence the result may not represent the women entrepreneurship in its entirety.
3.15 ISSUES FOR FUTURE EXPLORATION

In the new era more and more women are unwilling to accept the subordinate, passive or restricted role. They not only want to liberate themselves from this man dominated world but want to create a better world for all to live in.

Today, we can see educated women liberating themselves from the unwanted customs and habits to prove themselves to be good professionals in various field. Women are trying hard to establish themselves as entrepreneurs. Women have some strong qualities desirable and relevant to entrepreneurship development.

Generally, women entrepreneurs are perceived as engaged in making pickles, papads, masalas and other household goods, but with a little orientation she is capable of running non-traditional enterprises where development and employment generation are positive aspects.

The present study is limited to Ahmedabad city only. The research study can also be undertaken for whole of Gujarat. Such study can also be made at national level. This research study on women entrepreneurship development will be helpful to the government, governmental and non-governmental agencies which are functioning in this area. So there is wide scope of research in this area.